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GOVERNMENT OF PUNJAB

DEPARTMENT OF INDUSTRIES & COMMERCE

NOTIFICATION

The 19th February, 2020

No. Comm./ Distt. Export Hub/ DL-EPC/2020/1372-A/25.-With a view to promotion of exports and to convert each district into an export hub, the Governor of Punjab is pleased to constitute District Level Export Promotion Committees (DL-EPCs) under the chairmanship of the respective Deputy Commissioners, in all districts of the State, to facilitate and give an impetus to exports. The Committees would consist of the following members, including specific members in specific districts, as provided below :

S. No.	Official/Department	Members
1	Collector/DM/DC/District Development Officer	Deputy Commissioner, (District Concerned), <i>Chairman</i>
2	Designated DGFT- RA	1. Dy. Director General of Foreign Trade -1, <i>Co-Chair</i> 2. Dy. Director General of Foreign Trade -2, <i>Co-Chair</i>
3	GM-District Industries Centre (DIC)	GM-District Industries Centre (DIC) (District Concerned), <i>Convenor</i>
4	Nominated member from the State Government (Commerce & Industries Department)	Joint Director, Commerce or their Representative
5	Lead Bank Manager	Lead Bank Manager (District Concerned)
6	Representative Department of MSME, GOI	Director MSME-DI, Ludhiana or their Representative

7	Representative-Sector Specific Export Promotion Councils	Rep of FIEO (All Districts), Rep of EEPC (All Districts), Rep of AEPC (All Districts), Rep of APEDA(All Districts), Rep of WVEPC (Ludhiana & Amritsar), Rep of PHARMEXCIL (Mohali) Rep of Export Promotion Council for Handicrafts (EPCH) (Hoshiarpur)
8	Representative-Quality & Standards Implementation body	Rep of Bureau of Indian Standards (BIS) Rep of Textile Committee
9	Representative from District Trade/Commerce Associations	Reps of District Level Trade and Industry Associations as approved by DC.
10	Sector Specific Ministry in Government of India	Rep of Ministry of Agriculture (All Districts), Rep of Ministry of Textiles (All Districts), Rep of Ministry of Commerce & Industry (All Districts), Rep of Ministry of Steel (Mandi Gobindgarh (Distt. Fatehgarh Sahib) and Batala (Distt. Gurdaspur), Rep of Ministry of New and Renewable Energy (All Districts)
11	Sector Specific Ministry of the State Government	Rep of Department of Agriculture (All Districts), Rep of Department of Civil Aviation (Amritsar, Ludhiana & Mohali), Rep of Department of PWD (B&R) (Sangrur), Rep of PAGREXCO (All Districts), Rep of PSWC (Amritsar, Ludhiana, Jalandhar, Sangrur & Mohali) Rep of PSIEC (All Districts), Rep. of PBIP (All Districts)
12	Sectoral Agencies specific to product identified in each District (NABARD etc.)	Rep of NABARD (All Districts) Rep of LCS, Rail Cargo (Amritsar) Rep of LPAI (Amritsar) Rep of AAICLAS (Amritsar, Ludhiana & Mohali) Rep of AAI (Amritsar, Ludhiana & Mohali) Rep of CONCOR (Ludhiana, Jalandhar, Amritsar, Sangrur & Mohali)
13	Other State Government Representative (Need based)	Specific observer members as per discretion of DC.

The Activities of the DL-EPCs would include but not limited to the following:

- Creation of District Export Action plan for export augmentation of identified products for exports from the district
- Monitoring sub-group activities for export promotion of identified sub-groups for each product

- Resolution, escalation and monitoring of issues in exports from the district for identified potential products through regular meetings
- Dissemination of information for trainings, seminars, guest lectures, practical training, exchange visits with other districts of excellence
- Updating online DLEPC Progress Monitoring Portal
- Report progress at identified intervals to State Level Export Promotion Committee headed by Chief Secretary, Punjab.

The Terms of Reference of the DL-EPCs would include the following:

- Benchmarking baseline export promotion of District-current situation
- Identification of potential export products from the district
- Creation of district level export action plan with quantifiable targets
- Creation of sub-groups for each identified potential export product-involving stakeholders, like manufacturers, artisans, exporters of the identified products
- Identification of bottlenecks for export of potential products
- Identifying training and development needs of district industries and coordination for training with other departments
- Act as one point facilitator for export promotion at district level
- Liaison with and report progress to State Level Export Promotion Committee
- Update Online DLEPC progress Monitoring Portal

Proposals approved by the District Level Export Promotion Committees would be sent by way of Agenda to the State Level Export Promotion Committee chaired by Chief Secretary, Punjab for final approval / decision.

Sd/-

VINI MAHAJAN, IAS,

Additional Chief Secretary to Govt. of Punjab,
Department of Industries and Commerce.

The 14th February, 2020